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ABSTRACT

Prepared in response to shifts in the student body make-up and demographic changes in the school district, this report provides an in-depth analysis of environmental conditions faced by Triton College (Illinois) and presents a specific marketing plan developed in response to the identified trends. The first sections of the report focus on trends related to general enrollment patterns, shifts within program categories, changes within the high school graduate pool, general age shifts among credit students, average age changes by type of student, minority student population growth, and occupational trends. Using the detailed objectives of Triton's Academic Affairs area as a base, the report then presents specific plans for reaching new markets, developing or changing services/products, and improving institutional image. For each of over 50 objectives, specific marketing strategies are presented, including the following information: (1) market goal; (2) target market; (3) office responsible and completion date; (4) justification and anticipated benefits; (5) summary of approach; (6) action plan, including steps, procedures, assignments, and deadlines; (7) costs; and (8) evaluation approach. (EJV)

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TRITON COLLEGE

MARKETING PLAN '85-'86

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The Marketing Environmental Analysis

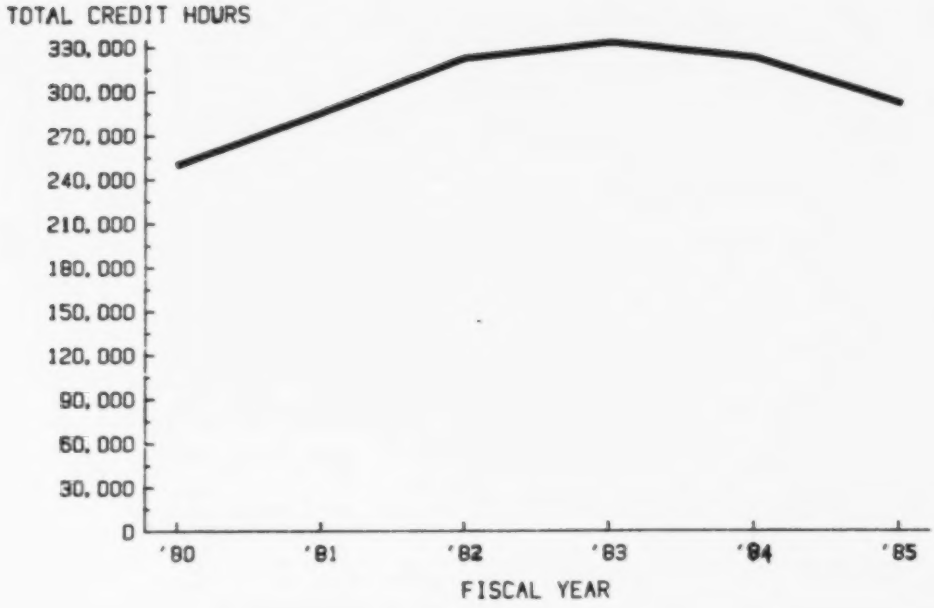
The development of an effective marketing plan is dependent on an indepth and current analysis of the environmental conditions faced by the effected organization. For Triton College shifts in the actual student body make-up and the demographic changes in the Triton district require responses to meet new sets of student needs that differ from responses that would have been appropriate even five years ago.

A review of changes in the environment provided the basis for the strategies that are included in this marketing plan. In particular on the following pages the analysis focuses on trends relating to 1) general enrollment patterns, 2) shifts within program categories, 3)changes in the high school graduate pool, 4) general age shifts among credit students, 5) average age changes by type of student, 6) minority student population growth, 7) occupational trends.

The specific marketing plan, following the environmental analysis was developed as a response to the identified trends. The 1985-86 detailed objectives of the Academic Affairs area provided the base for many of the specific plans. However, these individual plans should be considered as tentative proposals, which will be refined throughout the coming academic year. The comments and concerns of all Triton Faculty and staff are, therefore, encouraged regarding these plans.

While the marketing challenge faced by the institution is significant, together we can assist the college to meet the changing needs of district.

TOTAL ANNUAL CREDIT HOURS
FY80 TO FY85



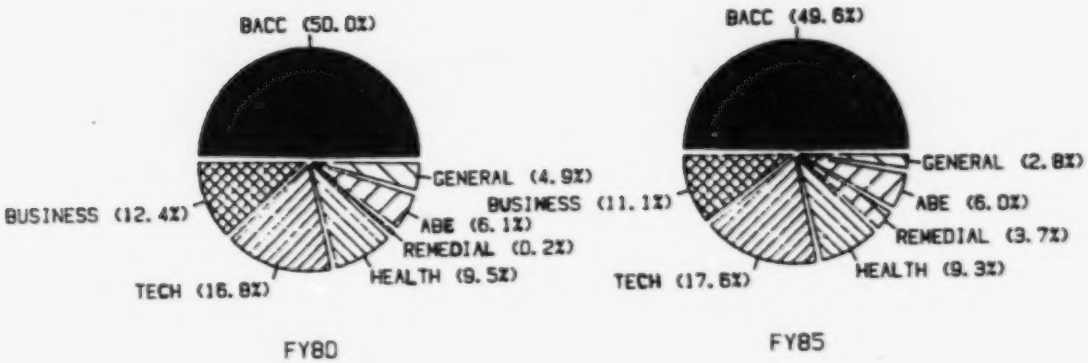
Trend

The annual credit hour generation of the college shown graphically above reflects the increases of the early 1980's and the more recent declines. While total credit hours in '84-'85 (291,261) were still above the base period of '79-'80 (249,539), the trend in recent years has been downward. The period of greatest increases matched the nation's economic downturn, demonstrating the "countercyclical" nature of community college enrollment. The 1984-85 college year enrollment was impacted both by students returning to work and selecting employment over an educational option, along with the high school graduate pool decline outlined elsewhere in this plan.

Marketing Impact

The college can expect to face fluctuations that arise from general economic conditions. However, the college cannot expect or rely upon such environmental factors to be always favorable. The marketing challenge to the institution will be to continue to remain above '79-'80 by reaching out to new markets to replace declining categories.

HOURS BY FUNDING CATEGORY
FY80 AND FY85



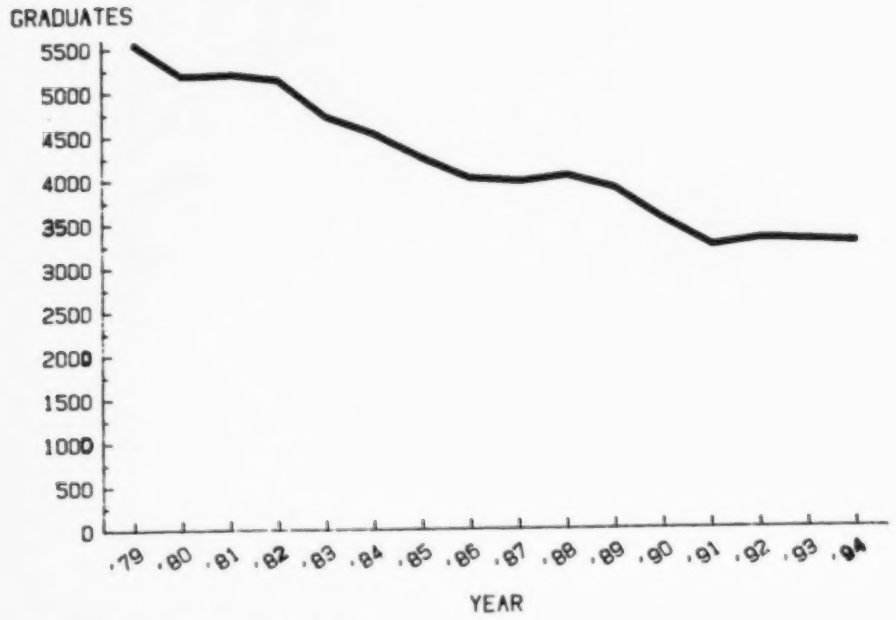
Trend

A review of the period of FY '80 to FY '85 shows some shifts among the composition of educational programming at the college in the seven ICCB funding categories. The Baccalaureate transfer area has remained during this period fairly stable with virtually 50% of all credit hours generated at the college. The areas of growth include the Technical and Remedial categories. The growth in the Remedial category is not quite as strong as it appears, however, due to the fact that a reclassification of certain courses from Baccalaureate to Remedial accounts for some of the growth. However, the Remedial area is a growing mission of the institution. The Health area has shown a small decrease, while the Business funding category along with a portion of the continuing education general studies category have shown declines.

Marketing Impact

The continuing significance of the Baccalaureate category requires the college to work vigilantly to market its transfer program through a variety of innovative approaches. At the same time the college must take advantage of marketing opportunities in the program area of growth and develop new marketing and "product" strategies in areas currently suffering declines (Health and Business). Of course it is important to note that also within these two areas there are growth programs that need to be emphasized while as other programs are modified or strengthened.

IN-DISTRICT HIGH SCHOOL GRADUATES
1979 - 1994



1979 through 1984 are actual data.
1985 through 1994 are projected data.

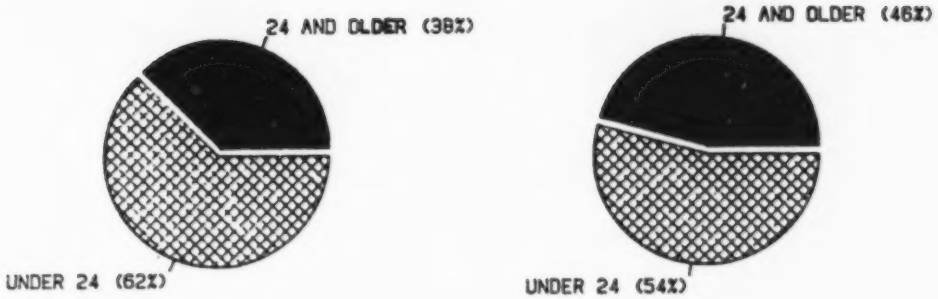
Trend

The number of in-district high school graduates has dropped since 1979. After a relatively stable 3 year period ('80,'81,'82) the district began to feel the impact of the long awaited high school drop. While the number of in-district high school graduates was 5,547 in 1979, the number had fallen to 4,229 by 1985, a drop of over 23%. Based on data received from the local high schools and elementary schools this trend toward a reduced number of graduates (as shown on the chart above) should continue until the early 1990's, with a small temporary plateau in 1987 and 1988. A drop of an additional 23% is projected until 1993-94.

Marketing Impact

The reduced size of the graduation classes reduces the potential pool of students and would require the college to significantly increase its market share of the graduating seniors to maintain an even or constant number of recent high school graduates as entering freshman. While the college has been able to increase its market share over the level it held in 1979, the last 3 years have seen both a decline in the total pool of graduates and also Triton's share. Increasingly, Triton must compete against a heightened and agggressive promotional effort from four year institutions and proprietary colleges for a shrinking pool.

AGE OF CREDIT STUDENTS
FALL 1979 AND FALL 1984



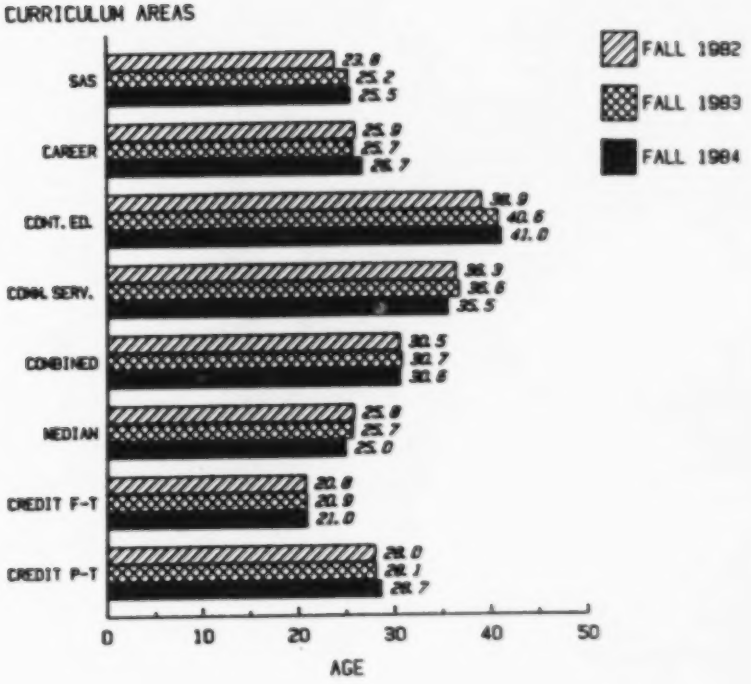
Trend

The proportion of the Triton student body over the age of 23 has increased during the period of Fall '79 to Fall '84. While the college had 4,252, or 38% over 23 in 1979, by 1984, the number of such students had risen to 7,100 or 46% of all credit students. Moreover, of this 7,100, 6,328 were part-time attenders(89%). This contrasts with the younger students who were split more evenly (52%-48%-full-time to part-time).

Marketing Impact

The increasingly older, and more part-time nature of the student body will require the college to further consider flexibility in scheduling of classes to meet the needs of part-time working students. The greatest opportunities to obtain full time students are from the recent high school graduate classes and among those young adults that have been out of high school for only one or two years. This latter group merits special marketing attention, yet is difficult to reach through promotional efforts. While the number of older, part-time students is growing, the college faces a difficult task to replace full-time students with sufficient part-timers to make up the difference.

AGE DISTRIBUTION
FALL 1982 - FALL 1984



Source: Institutional 'Tenth Day' Reports.

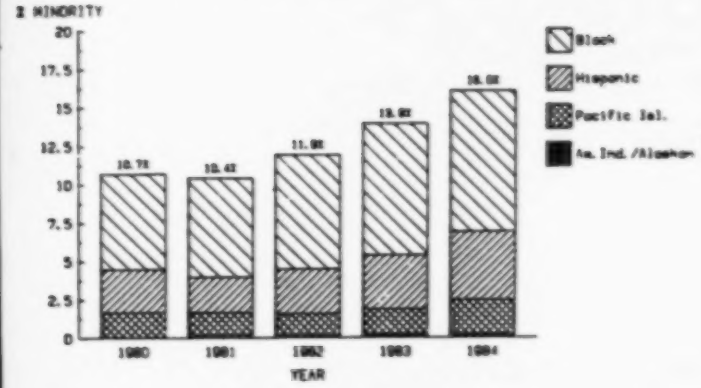
Trend

Major differences in age exist among students enrolled in the wide variety of programs of the college. In Fall of 1984, the average age of the student body was 30.6, but the age range varied from 25.5 for the average SAS student to 41.0 for an adult education student. A major age difference exists between full-time and part-time credit degree students with full-timers averaging, a very traditional 21.0, while the average age of part-time degree credit students is 28.7.

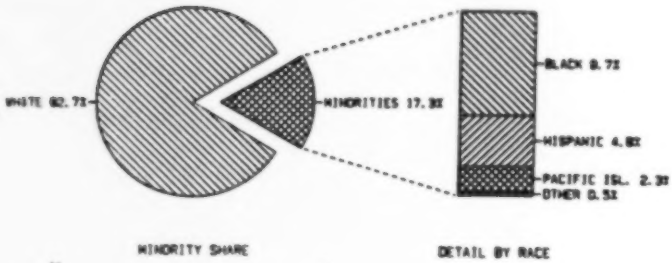
Marketing Impact

The age demographics of the Triton student body reinforces the necessity of meeting multiple and differing needs and educational objectives of our student body. No single approach to educational programming or single marketing approach will meet the interests and needs of our district.

MINORITY ENROLLMENT SHARE
FALL SEMESTERS, 1980-1984



RACIAL ORIGIN OF STUDENTS
SPRING SEMESTER 1985



...from Institutional 'Tenth Day' Reports.

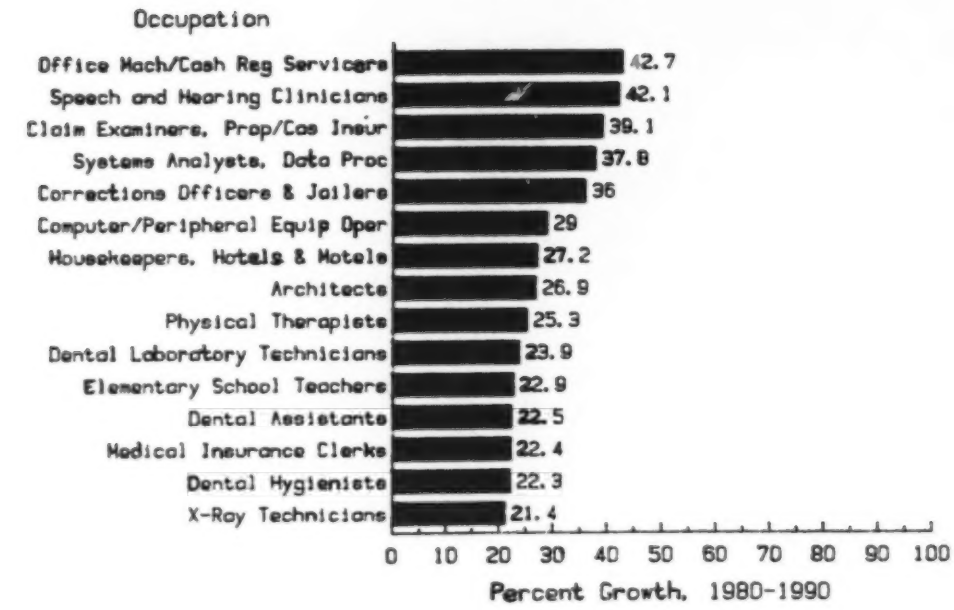
Trend

The ethnic composition of the Triton College student body has changed over the last 5 years. In particular, the proportion of total enrollment represented by minority students has grown from 10.7% in Fall of 1980 to 16.0% in Fall of 1984 and 17.3% by Spring of 1985. There are two components of this increase. Black student enrollment has risen from 6.2% to 9.7% of the student body, a 46.7% increase in share, while Hispanic student enrollment has shown even greater proportional increases. Hispanic were 2.8% of the student body in Fall of 1980 and by Spring of 1985, the Hispanics component or share of the student body had risen 57.1%, now composing 4.8% of all students.

Marketing Impact

The shifts in ethnic composition of the Triton student body require an institutional response in educational programming to meet the identified special educational needs of this population. The growing district minority population represents both an educational challenge and a marketing opportunity to the college. However, marketing the college's programs to these ethnic communities, will necessitate non-traditional outreach approaches, since national research has found that traditional promotional techniques frequently fail.

Fifteen Occupations Expected to Grow Most Rapidly 1980-1990



Occupational Projections
State of Illinois

Trends

The analysis of occupational trends takes into account the projected annual offerings as well as the educational requirements generated by occupation on a state-wide basis. High-growth occupations with educational requirements which can be met by the community college are computer-related occupations (1306 combined openings), dental health-related occupations (720 combined openings) and Hotel/Motel personnel (571 openings).

Marketing Impact

Marketing efforts should include an in-depth analysis of employment opportunities in our direct area and continuous monitoring of changing employment needs. Before we can fully develop marketing strategy for any program, we will need to have a clear understanding of the nature of the employment prospects that our graduates will have in their field locally.

MARKETING PLANS

NEW MARKET

IRIION COLLEGE
MARKET PLANNING FORM

DATE: 8-5-85

MARKET GOAL

EXPAND DEVELOPMENT OF CABLE TV COURSES FOR FIRE SERVICE PERSONNEL TO MEET THEIR EXPRESSED NEEDS

TARGET MARKET	OFFICE RESPONSIBLE/COMPLETION DATE
FIRE SERVICE PERSONNEL	DEAN-PUBLIC SERV ICE CAREERS Fire Science Coordinator / Fall,1985

JUSTIFICATION/TARGET MARKET NEEDS ASSESSMENT: (why do it?, what will be the benefit?)

Eleven fire stations have equipment for CABLE TV. Fire SErvice Personnel have a continuing need for in-service and upgrading. Funding sources do not allow for departments to send their staff for mandatory training programs outside of working hours.

- [ ] NEW MARKET
- [ ] NEW/OR CHANGING SERVICE/PRODUCT
- [ ] INSTITUTIONAL IMAGE IMPROVEMENT
- [ ] OTHER

SUMMARY OF APPROACH: (Include strategy for product or service, schedule/location, publicity, any price changes)

Develop additional courses for credit for CABLE TV.

Publicize through local newspapers and letters to Fire Departments in the district.

ACTION PLAN: (steps/procedures/assignments) **DEADLINES**

Locate faculty for planned course for CABLE TV. Start with Hazardous Materials course as previously identified in advisory committee meeting.

Work with faculty and develop course.

Schddule course for Spring both for regular students and Fire Service Personnel.

COST: (dollars, man-hours)

HOW WILL YOU KNOW IF IT IS SUCCESSFUL? (evaluation approach)

Availability of credit courses by Cable TV in Fire Science.
Increased enrollment in media course as well as other courses which follow, both on campus and other media courses in the field.

TRITON COLLEGE
MARKET PLANNING FORM

DATE: August 5, 1985

MARKET GOAL

Offer home health care instructional module to upgrade certified nursing assistants

TARGET MARKET	OFFICE RESPONSIBLE/COMPLETION DATE
Certified Nursing Assistants(CNA)	PNU / Fall 1985

JUSTIFICATION/TARGET MARKET NEEDS ASSESSMENT: (why do it?, what will be the benefit?)

Home Health Care agencies need CNAs with home health care preparation and training. This was not included in training program prior to Fall, 1984.

- [x] NEW MARKET
- [ ] NEW/OR CHANGING SERVICE/PRODUCT
- [ ] INSTITUTIONAL IMAGE IMPROVEMENT
- [ ] OTHER

SUMMARY OF APPROACH: (Include strategy for product or service, schedule/location, publicity, any price changes)

Promote benefits of additional home health care preparation. Prepare home health care module for short course format.

ACTION PLAN: (steps/procedures/assignments) **DEADLINES**

Obtain list of CNAs from the Ill Dept of Public Health. Mail information.

Publicize through local newpapers.

Schedule program to accommodate students for class and clinical facilities.

Implement program - November, 1985.

COST: (dollars, man-hours)

HOW WILL YOU KNOW IF IT IS SUCCESSFUL? (evaluation approach)

Enrollment.
Employment of CNAs in HHC agencies

IRIION_COLLEGE
MARKET_PLANNING_FORM

DATE: August 5, 1985

MARKET GOAL

Increase numbers of advanced standing students in the Respiratory Care Program

TARGET MARKET	**OFFICE RESPONSIBLE/COMPLETION DATE**
Certified Respiratory Technicians	Respiratory Care Coordinators / September,1985

JUSTIFICATION/TARGET MARKET NEEDS ASSESSMENT: (why do it?, what will be the benefit?)

Technological advancements have required better training in Respiratory Care. Two year degree requirements are becoming entry-level in respiratory care.

- [x] NEW MARKET
- [ ] NEW/OR CHANGING SERVICE/PRODUCT
- [ ] INSTITUTIONAL IMAGE IMPROVEMENT
- [ ] OTHER

SUMMARY OF APPROACH: (Include strategy for product or service, schedule/location, publicity, any price changes)

Through increased publicity of the advanced standing policy in Respiratory Care program, and direct contact with interested students, enrollment into the second year of the program will increase.

ACTION PLAN: (steps/procedures/assignments) **DEADLINES**

1. Send letters to respiratory care departments in Northern Ill. hospitals, addressed to directors. Include statement of advanced standing policy. — November,1985
2. Individual meeting with faculty to determine interested technician's needs.
3. Publicize in Respiratory Care Journal (RESPIRATORY TRACT) and national journals.

COST: (dollars, man-hours)

HOW WILL YOU KNOW IF IT IS SUCCESSFUL? (evaluation approach)

Increased enrollment in second year of RCP .

TRITON COLLEGE
MARKET PLANNING FORM

DATE: 8-5-85

MARKET GOAL

PLAN FOR IMPLEMENTATION OF THE WEEKEND UPWARD MOBILITY PROGRAM, LPN TO ADN

TARGET MARKET	OFFICE RESPONSIBLE/COMPLETION DATE
LPN's working in non-hospital settings	LPN and ADN / Fall, 1986

JUSTIFICATION/TARGET MARKET NEEDS ASSESSMENT: (why do it?, what will be the benefit?)

Hospitals are not employing LPN's. Many LPN's are trained for these settings and would prefer to continue to work in hospitals. With upward mobility to RN, they would qualify for employment in hospitals.

- ☒ NEW MARKET
- ☐ NEW/OR CHANGING SERVICE/PRODUCT
- ☐ INSTITUTIONAL IMAGE IMPROVEMENT
- ☐ OTHER

SUMMARY OF APPROACH: (Include strategy for product or service, schedule/location, publicity, any price changes)

Develop schedule of presently existing courses to meet requirements for AAS in Nursing; establish clinical agency for practical experiences without utilizing the ones being used for the Saturday clinical experiences.

Publicize the offering.

Implement program.

ACTION PLAN: (steps/procedures/assignments) **DEADLINES**

1. Develop weekend program for LPN to ADN. (Part of project for ADN chairperson on sabbatical leave.(Spring,1986)
2. Schedule classes/clinical sections - Fall,1986.
3. Publicize program in Journal of Practical Nursing; Triton College publications; LPNAI newsletter - Spring, 1986.
4. Implement program.

COST: (dollars, man-hours)

HOW WILL YOU KNOW IF IT IS SUCCESSFUL? (evaluation approach)

Enrollment of LPNs into weekend upward mobility program.

IRIION COLLEGE
MARKET PLANNING FORM

DATE: August 5, 1985

MARKET GOAL

PLAN FOR IMPLEMENTATION OF WEEKEND COLLEGE FOR CERTIFICATE PROGRAM IN EARLY CHILDHOOD EDUCATION

TARGET MARKET	OFFICE RESPONSIBLE/COMPLETION DATE
Home Day Care Providers	Early Childhood Education Coordinator - Fall, 1985

JUSTIFICATION/TARGET MARKET NEEDS ASSESSMENT: (why do it?, what will be the benefit?)

Department of Children and Family Services (DCFS) requires E.C.E. credits for licensing of home day care centers. Due to lack of infant/toddler centers, home day care centers are providing service to meet needs of working mothers.

- ☒ NEW MARKET
- ☐ NEW/OR CHANGING SERVICE/PRODUCT
- ☐ INSTITUTIONAL IMAGE IMPROVEMENT
- ☐ OTHER

SUMMARY OF APPROACH: (Include strategy for product or service, schedule/location, publicity, any price changes)

Using already existing certificate program, develop weekend college format. Certificate requirements can be completed in 4 semesters and one summer term.

ACTION PLAN: (steps/procedures/assignments) **DEADLINES**

1. Develop weekend college schedule for completion of certificate program.
2. Obtain mailing list from DCFS Office of Home Day Care Providers.
3. Mail information to home day care providers.
4. Publicize in local papers.
5. Have a weekend open house (by invitation). Have slide presentation on curriculum to explain weekend concept.

COST: (dollars, man-hours)

HOW WILL YOU KNOW IF IT IS SUCCESSFUL? (evaluation approach)

Enrollment in certificate program. Graduates/students can qualify for DCFS requirements for licensing of Home Day Care Centers.

TRITON COLLEGE
MARKET PLANNING FORM

DATE: 8/5/85

MARKET GOAL

To increase the number of returning adults in the Therapeutic Recreation program.

TARGET MARKET	OFFICE RESPONSIBLE/COMPLETION DATE
Returning adults	Therapeutic Recreation Dept./Counseling/Health Careers Office/Career Office

JUSTIFICATION/TARGET MARKET NEEDS ASSESSMENT: (why do it?, what will be the benefit?)

1. Need to change perception that the field is only for the young.
2. Increase in number of requests from agencies for "mature students."

- [x] NEW MARKET
- [ ] NEW/OR CHANGING SERVICE/PRODUCT
- [ ] INSTITUTIONAL IMAGE IMPROVEMENT
- [ ] OTHER

SUMMARY OF APPROACH: (Include strategy for product or service, schedule/location, publicity, any price changes)

1. Penetrate service jobs to dissiminate information on program.
2. Booth at job fairs/career days
3. New brochure/department literature explaining opportunities for older adults in the field and their available options upon completion of program.
4. Continue to work with professional organizations to maintain high visibility.
5. Investigate double majors, i.e., Therapeutic Recreation/Alcohol-Counseling

ACTION PLAN: (steps/procedures/assignments) **DEADLINES** 6/86

1. Update slide show and presentation.
2. Ask present returning adults and alums to assist in recruitment strategies.
3. Update music department literature to reflect opportunities for returning adults.
4. Continue to be active with ATA/IAPA.
5. Meet with counselors and career center staff to explain career opportunities in field.
6. Meet with Alcohol Counseling Coordinator to develop joint program.
7. Increase field work sites for returning adults by direct agency contact.

COST: (dollars, man-hours) ?

HOW WILL YOU KNOW IF IT IS SUCCESSFUL? (evaluation approach)

Number of returning adults enrrolled in 1986-87 fall semester should increase over 1985-1986

TRITON COLLEGE
MARKET PLANNING FORM

DATE: 8/05/85

MARKET GOAL

Provide a program in the secretarial area, modeled after proprietary schools that offer guaranteed placement upon completion of the programs.

TARGET MARKET	OFFICE RESPONSIBLE/COMPLETION DATE
High School Graduates Returning Adults	Secretarial Science /December, 1985

JUSTIFICATION/TARGET MARKET NEEDS ASSESSMENT: (why do it?, what will be the benefit?)

This program is designed to compete with proprietary schools. It is oriented toward the student who wants intensive vocational training and assistance with placement.

- [X] NEW MARKET
- [ ] NEW/OR CHANGING SERVICE/PRODUCT
- [ ] INSTITUTIONAL IMAGE IMPROVEMENT
- [ ] OTHER

SUMMARY OF APPROACH: (Include strategy for product or service, schedule/location, publicity, any price changes)

The program has been developed but only three people qualified and enrolled in the program for Fall 1985. The program requires more timely marketing to high school graduates. There is a need to reevaluate entrance competencies.

ACTION PLAN: (steps/procedures/assignments) DEADLINES

1. Departmental review of the program, August, 1985.
2. Articulation meeting with district secretarial science high school teachers, Sept.
3. Focus group of existing Triton College secretarial science students, October, 1985.
4. Evaluate comments of district high school teachers and Triton students, October 30,
5. Discuss strategy for promoting awareness of the program, November 1985.
6. Attend high school career days, various dates.
7. Work with the Assistant Dean of Students to develop plans to attract returning adult September, 1985.

20 Hrs.

COST: (dollars, man-hours)

HOW WILL YOU KNOW IF IT IS SUCCESSFUL? (evaluation approach)

Sufficient enrollment in afternoon classes.

TRITON COLLEGE
MARKET PLANNING FORM

DATE: 7-29-85

MARKET GOAL

Increase community awareness of and participation in TC humanities events

TARGET MARKET	OFFICE RESPONSIBLE/COMPLETION DATE
1. Community at large 2 HS students and faculty	SAS

JUSTIFICATION/TARGET MARKET NEEDS ASSESSMENT: (why do it?, what will be the benefit?)

1 Image enhancement re. TC commitment to A&S quality
2 Attracting community and HS students to A&S courses

- [X] NEW MARKET
- [ ] NEW/OR CHANGING SERVICE/PRODUCT
- [ ] INSTITUTIONAL IMAGE IMPROVEMENT
- [ ] OTHER

SUMMARY OF APPROACH: (Include strategy for product or service, schedule/location, publicity, any price changes)

1 Publicize humanities events, including Speaker's Series, to community
2 Publicize events to HS students and humanities faculty: explore arranging events to support and extend HS curriculums
3 Use TC media (radio, TV) to extend humanities events to the community (PBS model)

ACTION PLAN: (steps/procedures/assignments)	DEADLINES
1 Publicize Speaker's Series to HS students and faculty	Sept. 10, 1985
2 " to community	"
3 Explore curriculum-related events with HS faculty	Oct. 30, 1985
4 Explore TC media programs related to humanities	Sept. 10, 1985

COST: (dollars, man-hours)

HOW WILL YOU KNOW IF IT IS SUCCESSFUL? (evaluation approach)

1 Increased attendance at humanities events
2 Development of at least one HS related event
3 " one media program for regular airing
and results to listener/viewer surveys

TRITON COLLEGE
MARKET PLANNING FORM

DATE: 7-29-85

MARKET GOAL

Increase enrollment in TC Commercial Music program

TARGET MARKET	OFFICE RESPONSIBLE/COMPLETION DATE
Students in media or music; professionals seeking re-training in these fields	Fine Arts April, 1986

JUSTIFICATION/TARGET MARKET NEEDS ASSESSMENT: (why do it?, what will be the benefit?)

1 Increased enrollment in CM
2 Development of a unique product at TC

- [XXX] NEW MARKET
- [ ] NEW/OR CHANGING SERVICE/PRODUCT
- [ ] INSTITUTIONAL IMAGE IMPROVEMENT
- [ ] OTHER

SUMMARY OF APPROACH: (Include strategy for product or service, schedule/location, publicity, any price changes)

1 Build a CM Program that appeals to a broadly-based market, including communications, media, music, business mgt.
2 Explore the competition and establish TC CM as unique, using all our resources
3 Establish articulation firmly with transfer schools

ACTION PLAN: (steps/procedures/assignments)	DEADLINES
1 Examine competition	Oct 1, 1985
2 Develop a package of courses that will build a flexible program in CM	Dec. 1, 1985
3 Establish articulation	April, 1985
4 Market the program for Fall, 1986	

COST: (dollars, man-hours)

HOW WILL YOU KNOW IF IT IS SUCCESSFUL? (evaluation approach)

1 Completion of a package of courses
2 " articulation
3 Increased enrollment

TRITON COLLEGE
MARKET PLANNING FORM

DATE: 7-29-85

MARKET GOAL

Increase TC course offerings in high schools through "College Connections"

TARGET MARKET	**OFFICE RESPONSIBLE/COMPLETION DATE**
1 HS students 2 HS faculty and admins.	SAS

JUSTIFICATION/TARGET MARKET NEEDS ASSESSMENT: (why do it?, what will be the benefit?)

1 Increase HS enrollment at Triton
2 Develop SAS counterpart to voc.ed.articulation
3 Influence and improve TC/SAS image at HS

- [x] NEW MARKET
- [ ] NEW/OR CHANGING SERVICE/PRODUCT
- [ ] INSTITUTIONAL IMAGE IMPROVEMENT
- [ ] OTHER

SUMMARY OF APPROACH: (Include strategy for product or service, schedule/location, publicity, any price changes)

1 Promote benefits of offering TC courses to HS faculty and admins. in areas of curriculum, transfer, college prep.; identify additional subjects
2 Cooperate closely with voc. ed. admin/ to assess opportunities at HS
3 Increase HS/TC articulation at departmental levels to promote SAS courses

ACTION PLAN: (steps/procedures/assignments)	**DEADLINES**
1 Add this initiative to superintendents' meeting on Sept 25	Aug. 15, 1985
2 Inform voc.ed. admin. of SAS intentions and needs and develop cooperative relationships	Oct. 1, 1985
3 At East Leyden confirm MAT 123 and MAT 132 courses	Aug. 17, 1985
4 Develop departmental links to selected HS, including meetings	Oct. 15, 1985
5 Through dept. links, identify and offer for Fall 1986 at least one additional course	Jan. 1986

COST: (dollars, man-hours)

HOW WILL YOU KNOW IF IT IS SUCCESSFUL? (evaluation approach)

IRITON COLLEGE
MARKET PLANNING FORM

DATE: August 1, 1985

MARKET GOAL

To increase the part-time prospective student's awareness of college programs and services.

TARGET MARKET	**OFFICE RESPONSIBLE/COMPLETION DATE**
Part-time adults	Admissions

JUSTIFICATION/TARGET MARKET NEEDS ASSESSMENT: (why do it?, what will be the benefit?)

We should have a general publication specifically geared to adult market. Target pieces can then be developed to be used with the overview piece, i.e. returning women, job retrainees.

- [xxx] NEW MARKET
- [ ] NEW/OR CHANGING SERVICE/PRODUCT
- [ ] INSTITUTIONAL IMAGE IMPROVEMENT
- [ ] OTHER

SUMMARY OF APPROACH: (Include strategy for product or service, schedule/location, publicity, any price changes)

To develop adult versions of a viewbook - multifold pocket brochure and accompany target pieces geared toward - women, career retrainees as others are needed.

ACTION PLAN: (steps/procedures/assignments) **DEADLINES**

-Work with publications to determine format. Prepare content.

-Completed materials mailed to target groups.

COST: (dollars, man-hours)

Printing of brochures.

HOW WILL YOU KNOW IF IT IS SUCCESSFUL? (evaluation approach)

# of responses from mailing
# of enrollments

TRITON COLLEGE
MARKET PLANNING FORM

DATE: July 31, 1985

MARKET GOAL

To recruit students (primarily adult) by heightening their awareness of the college programs and services.

TARGET MARKET	OFFICE RESPONSIBLE/COMPLETION DATE
District Shopping Mall Customers	Admissions

JUSTIFICATION/TARGET MARKET NEEDS ASSESSMENT: (why do it?, what will be the benefit?)

Non-traditional adult students are often times unaware of the services and programs the college offers.

- [x] NEW MARKET
- [ ] NEW/OR CHANGING SERVICE/PRODUCT
- [ ] INSTITUTIONAL IMAGE IMPROVEMENT
- [ ] OTHER

SUMMARY OF APPROACH: (Include strategy for product or service, schedule/location, publicity, any price changes)

To establish shopping mall circuit visitation program with college personnel, staffing information tables at each of the shopping malls.

ACTION PLAN: (steps/procedures/assignments)	DEADLINES
-Contact mall managers and/or market directors to explore feasibility of Triton display in Summer and late Fall and early winter months	March, 1985 on-going
-Hire and train staff	June
-Prepare promotional plan	June/October
-Begin outreach operation	July, 1985 November, 1985
-Evaluate for modifications as needed	September, 1985

COST: (dollars, man-hours)

HOW WILL YOU KNOW IF IT IS SUCCESSFUL? (evaluation approach)

Number of contacts generated
Number of enrollments obtained

TRITON COLLEGE
MARKET PLANNING FORM

DATE: August 1, 1985

MARKET GOAL

To recruit the non-college bound high school student through the increased use of faculty.

TARGET MARKET	**OFFICE RESPONSIBLE/COMPLETION DATE**
New Certificate and Degree Seeking Students	Admissions

JUSTIFICATION/TARGET MARKET NEEDS ASSESSMENT: (why do it?, what will be the benefit?)

Among the factors prospective students rate "very important" in the college selection decision making process is faculty contact. Also by visiting classes we will reach larger student populations while they are still in high school.

- [x] NEW MARKET
- [ ] NEW/OR CHANGING SERVICE/PRODUCT
- [ ] INSTITUTIONAL IMAGE IMPROVEMENT
- [ ] OTHER

SUMMARY OF APPROACH: (Include strategy for product or service, schedule/location, publicity, any price changes)

To utilize Triton faculty team to recruit non-college bound students by having them visit high school classrooms.

ACTION PLAN: (steps/procedures/assignments)	**DEADLINES**
Identify enthusiastic faculty who will represent Triton well within high schools. Incorporate personal classroom visits and personalized letters (possibly phone contact) from selected faculty.	
-Identify college faculty with high school counterparts	September/October
-Meet with college faculty to finalize strategy	September/October
-Hold articulation luncheons/breakfasts	November
-Initial training program	November
-Send faculty to high schools	December

COST: (dollars, man-hours)

$400.00 budgeted and $$ remuneration for faculty

HOW WILL YOU KNOW IF IT IS SUCCESSFUL? (evaluation approach)

Number of contacts/enrollments

TRITON COLLEGE
MARKET PLANNING FORM

DATE: August 1, 1985

MARKET GOAL

To recruit high school graduates by informing their parents of college services and programs vis a vis presentations at PTAs, PTOs.

TARGET MARKET	OFFICE RESPONSIBLE/COMPLETION DATE
Secondary schools, PTA organizations	Admissions

JUSTIFICATION/TARGET MARKET NEEDS ASSESSMENT: (why do it?, what will be the benefit?)

Outreach staff have observed that parents of high school students are not as familiar with college programs as we would like them to be.

- [x] NEW MARKET
- [ ] NEW/OR CHANGING SERVICE/PRODUCT
- [ ] INSTITUTIONAL IMAGE IMPROVEMENT
- [ ] OTHER

SUMMARY OF APPROACH: (Include strategy for product or service, schedule/location, publicity, any price changes)

To identify PTA, PTO organizations and Presidents.

Prepare letter informing officer that college representative would gladly present overview of Triton College programs. Utilize opportunity to invite parents to open house program later in year.

ACTION PLAN: (steps/procedures/assignments)	DEADLINES
-Identify PTA, PTO officers and prepare letter	February, 1986
-Mail letter	February, 1986
-Speaking engagements	March
-Open House	End of March

COST: (dollars, man-hours)

Existing personnel, New video

HOW WILL YOU KNOW IF IT IS SUCCESSFUL? (evaluation approach)

Number of PTA/PTO programs that extend invitations.

TRITON COLLEGE
MARKET PLANNING FORM

DATE: July 31, 1985

MARKET GOAL

To recruit employees from district companies.

TARGET MARKET	OFFICE RESPONSIBLE/COMPLETION DATE
Part-time adult population	Adms/Reg

JUSTIFICATION/TARGET MARKET NEEDS ASSESSMENT: (why do it?, what will be the benefit?)

Individual course enrollments in addition to contract course enrollments via EDI.

- [X] NEW MARKET
- [ ] NEW/OR CHANGING SERVICE/PRODUCT
- [ ] INSTITUTIONAL IMAGE IMPROVEMENT
- [ ] OTHER

SUMMARY OF APPROACH: (Include strategy for product or service, schedule/location, publicity, any price changes)

To identify ten district companies at which to pilot registration/information sessions.

ACTION PLAN: (steps/procedures/assignments)	DEADLINES
Working through personnel directors use company reimbursement policy and approach companies having same. Hold informational sessions during lunch hours in employee cafeterias.	October
-Promote through company-posters employee newsletter and explore possibility of obtaining names of employees identified for promotion or retraining--we do mailing.	
-Send letter regarding company billing to those on current mailing list.	October
-Conduct follow up phone calls and attempt to schedule meeting with appropriate company staff.	October
-Schedule luncheon seminars	November/December/ January

COST: (dollars, man-hours)

Existing personnel

HOW WILL YOU KNOW IF IT IS SUCCESSFUL? (evaluation approach)

Number of registrants

TRITON COLLEGE
MARKET PLANNING FORM

DATE: August 1, 1985

MARKET GOAL

To enhance the college image at non-traditional outreach activities.

TARGET MARKET	OFFICE RESPONSIBLE/COMPLETION DATE
Part-time adult	Adms/Publications

JUSTIFICATION/TARGET MARKET NEEDS ASSESSMENT: (why do it?, what will be the benefit?)

The currently existing unit needs to be updated/repaired and generically so as opposed to focus on high tech/HIA etc. Working with publications and public relations staff to determine layout and photo/text of fifteen frames (some interchangeable)

- [x] NEW MARKET
- [ ] NEW/OR CHANGING SERVICE/PRODUCT
- [ ] INSTITUTIONAL IMAGE IMPROVEMENT
- [ ] OTHER

SUMMARY OF APPROACH: (Include strategy for product or service, schedule/location, publicity, any price changes)

To design photograph frames for large nomadic unit.

ACTION PLAN: (steps/procedures/assignments)	DEADLINES
-Determine design	November, 1985
-Prepare for use by	May, 1986

COST: (dollars, man-hours)

$2,000.00

HOW WILL YOU KNOW IF IT IS SUCCESSFUL? (evaluation approach)

IRITON COLLEGE
MARKET PLANNING FORM

DATE: July 31, 1985

MARKET GOAL

To increase credit enrollments of past Continuing Education enrollees.

TARGET MARKET	OFFICE RESPONSIBLE/COMPLETION DATE
Continuing Education Enrollees	Adms/Cont Ed

JUSTIFICATION/TARGET MARKET NEEDS ASSESSMENT: (why do it?, what will be the benefit?)

Little personalized direct mail marketing now exists with this market segment and we should be promoting life long learning.

- [x] NEW MARKET
- [ ] NEW/OR CHANGING SERVICE/PRODUCT
- [ ] INSTITUTIONAL IMAGE IMPROVEMENT
- [ ] OTHER

SUMMARY OF APPROACH: (Include strategy for product or service, schedule/location, publicity, any price changes)

Utilize permits to register as a vehicle for converting non-credit enrollees to credit.

ACTION PLAN: (steps/procedures/assignments)	DEADLINES
-Identify key market segments-program completors and/or areas which have a natural progression to credit for initial pilot	July/August
-Plan message to each segment respectively	July/August
-Request labels from Research Office	August
-Mail	August

COST: (dollars, man-hours)

Utilize existing programs and permits.

HOW WILL YOU KNOW IF IT IS SUCCESSFUL? (evaluation approach)

Number enrollments generated.

TRITON COLLEGE
MARKET PLANNING FORM

DATE:

MARKET GOAL

To promote enrollment in credit classes through active recruitment in GED preparation program and test registration.

TARGET MARKET	**OFFICE RESPONSIBLE/COMPLETION DATE**
Successful completion of GED testing and/or GED preparation class. (Estimated population enrolled for Fall--approx. 800).	Counseling (on-going)

JUSTIFICATION/TARGET MARKET NEEDS ASSESSMENT: (why do it?, what will be the benefit?)

Keep GED completors in mainstream of educatipn process - highlight impact of training on individual career mobility.

- [x] NEW MARKET
- [ ] NEW/OR CHANGING SERVICE/PRODUCT
- [ ] INSTITUTIONAL IMAGE IMPROVEMENT
- [ ] OTHER

SUMMARY OF APPROACH: (Include strategy for product or service, schedule/location, publicity, any price changes)

Personalized contact with students enrolled in GED preparation class by faculty counselors and director of assessment services by offering in-class vocational assessment(s) or sponsoring "GED Graduate--Now What" info sessions.

ACTION PLAN: (steps/procedures/assignments)	**DEADLINES**
1. Enlist support of Continuing Education in conducting CPP assessments in last session of GED preparation course.	Spring semester '86
2. Offer evening CPP assessments and interpretations for GED population. Use T-MAPS to interpret results in terms of Triton program offerings.	Fall semester Sept/Oct, Oct/Nov, Nov/Dec
3. Participants complete welcome card and summary of CPP results sent to admissions for personalized follow-up.	January, 1985 June, 1986

COST: (dollars, man-hours)

1. $4.00/per person assessed, 2. $4.00/per person

HOW WILL YOU KNOW IF IT IS SUCCESSFUL? (evaluation approach)

1. Track credit enrollment pattern of GED participants in subsequent semester
   - # of credit hours generated, # of GED participants enrolled FT, # of GED participants enrolled PT

IRTION COLLEGE
MARKET PLANNING FORM

DATE:

MARKET GOAL

To promote prior learning assessment services with area employers.

TARGET MARKET	**OFFICE RESPONSIBLE/COMPLETION DATE**
In-district company employees with extensive work experience (non-degreed) interested in pursuing a cert. or A.A.S. degree.	Office of Career Planning/Director of Assessment Services

JUSTIFICATION/TARGET MARKET NEEDS ASSESSMENT: (why do it?, what will be the benefit?)

- [XXX] NEW MARKET
- [ ] NEW/OR CHANGING SERVICE/PRODUCT
- [ ] INSTITUTIONAL IMAGE IMPROVEMENT
- [ ] OTHER

SUMMARY OF APPROACH: (Include strategy for product or service, schedule/location, publicity, any price changes)

Summarize available courses which can be awarded credit through proficiency exams in brochure format to be distributed at company site.

ACTION PLAN: (steps/procedures/assignments)	**DEADLINES**
1. Survey Career Education faculty to determine which "existing" proficiency tests can be utilized for awarding credit and be administered through a centralized testing center.	Fall, 1985
2. Develop brochure listing all PLA opportunities and course equivalents for distribution to area companies and respective employees. (see attachment)	January, 1986
3. Conduct on-site consultation visits with employers expressing an interest in PLA services.	Spring, 1986
4. Offer proficiency testing discount coupons to (example: 3 hr. credit course fee for proficiency testing may be $5.00 per credit hour with 15% reduction) participating employers.	Spring, 1986
5. Conduct group proficiency testing on-site upon request.	Spring, 1986
6. Use modified version of DEGAUD program to generate listing of courses to complete certificate on A.A.S.	Summer, 1986

COST: (dollars, man-hours)

2. $2,000.00, 4. Up to $4,000.00 (15% discount coupons may be applied toward employee group assessment)

HOW WILL YOU KNOW IF IT IS SUCCESSFUL? (evaluation approach)

Number of credit hours generated as a result of program.

TRITON COLLEGE
MARKET PLANNING FORM

DATE:

MARKET GOAL

Provide on-going training programs in auto technology to meet the needs of the target market group.

TARGET MARKET	OFFICE RESPONSIBLE/COMPLETION DATE
Independent Auto Technicians *	EDI / On-going

JUSTIFICATION/TARGET MARKET NEEDS ASSESSMENT:
-(why do it?, what will be the benefit?)
Target market group needs to keep pace with changing auto technology for economic survival.

- [x] NEW MARKET
- [ ] NEW/OR CHANGING SERVICE/PRODUCT
- [ ] INSTITUTIONAL IMAGE IMPROVEMENT
- [ ] OTHER

SUMMARY OF APPROACH: (Include strategy for product or service, schedule/location, publicity, any price changes)

Continue to define training needs and update programs to meet those needs based on previous years successful models.

ACTION PLAN: (steps/procedures/assignments)

		DEADLINES Section I	Section II
A)	Develop course outlines	A) October, 85	May, 86
B)	Develop marketing brochure	B) November, 85	June, 86
C)	Refine mailing list of target market	C) November, 85	June, 86
D)	Continue to develop personal contacts in market	D) On-going	
E)	Mail brochure	E) December, 85	July, 86

COST: (dollars, man-hours)

$15,000.00

HOW WILL YOU KNOW IF IT IS SUCCESSFUL? (evaluation approach)

	GOAL
1) Number of classes	1) 30
2) Enrollment	2) 400
3) Profit (Fees-Costs)	3) $18.000

TRITON COLLEGE
MARKET PLANNING FORM

DATE:

MARKET GOAL

Develop electronics training programs to meet industry needs.

TARGET MARKET	OFFICE RESPONSIBLE/COMPLETION DATE
Maintenance departments of industrial firms with over 500 employees	EDI / June, 86

JUSTIFICATION/TARGET MARKET NEEDS ASSESSMENT: (why do it?, what will be the benefit?)

The industry is in a transition period from basic electrical technology to state-of-the-art microprocessing. The target marekt group needs to upgrade their knowledge of new hi-tech equipment in order to maintain the operation of that equipment.

- [x] NEW MARKET
- [ ] NEW/OR CHANGING SERVICE/PRODUCT
- [ ] INSTITUTIONAL IMAGE IMPROVEMENT
- [ ] OTHER

SUMMARY OF APPROACH: (Include strategy for product or service, schedule/location, publicity, any price changes)

Identify target market group, and make contact with appropriate representative in each identified business. Use previous successful electronics training program as model when marketing to potential new clients.

ACTION PLAN: (steps/procedures/assignments)

1) Define market
2) Contact market via telemarketing and personalized letters
3) Develop pool of qualified electronics instructors
4) Continue to develop adequate on-campus lab space

DEADLINES

A) September, 85
B) October, 85
C) On-going
D) As needed

COST: (dollars, man-hours)

4,500.00

HOW WILL YOU KNOW IF IT IS SUCCESSFUL? (evaluation approach)

	GOAL
1) Number of contracts with individual companies	5
2) Profit	$5,000

TRITON COLLEGE
MARKET PLANNING FORM

DATE:

MARKET GOAL

Develop and provide photo offset training programs to meet the needs of the Chicago area printing industry.

TARGET MARKET	OFFICE RESPONSIBLE/COMPLETION DATE
Photo Offset Printing Industry	EDI / June, 86

JUSTIFICATION/TARGET MARKET NEEDS ASSESSMENT: (why do it?, what will be the benefit?)

The printing industry needs to keep pace with the rapidly changing printing methods in order to compete effectively in the marketplace.

- [XXX] NEW MARKET
- [ ] NEW/OR CHANGING SERVICE/PRODUCT
- [ ] INSTITUTIONAL IMAGE IMPROVEMENT
- [ ] OTHER

SUMMARY OF APPROACH: (Include strategy for product or service, schedule/location, publicity, any price changes)

Meet with photo offset faculty, Dean, and private industry representatives to research and analyze needs of the printing industry in Chicago. Develop a program to meet identified needs and market it through direct mail.

ACTION PLAN: (steps/procedures/assignments)	DEADLINES
A) Collect and analyze market data	A) September, 85
B) Course development	B) September, 85
C) Develop marketing brochure	C) October, 85
D) Refine mailing list	D) October, 85
E) Develop person contacts in the industry	E) On-going
F) Mail brochure	F) November, 85

COST: (dollars, man-hours)

irect program costs $7,000 (estimated)

Instruction	80 hours	TOTAL
Administrative/Development	80 hours	320 hr
Clerical	160 hours	

HOW WILL YOU KNOW IF IT IS SUCCESSFUL? (evaluation approach)

1) Number of classes	10	
2) Enrollment	120	(GOAL)
3) Profit	$5000	

TRITON COLLEGE
MARKET PLANNING FORM

DATE: July, 1985

MARKET GOAL

Expand ~~target~~ areas for students and volunteers of Triton's Volunteer for Literacy (TVL) program to area of greatest need.

TARGET MARKET	OFFICE RESPONSIBLE/COMPLETION DATE
Literacy students and volunteers in Bellwood, Melrose Park, and Stone Park.	Triton's Volunteers for Literacy (TVL)/on-going effort

JUSTIFICATION/TARGET MARKET NEEDS ASSESSMENT: (why do it?, what will be the benefit?)

Statistics from the ABE area plan show that there is a need for literacy skills in the above target areas.

- [x] NEW MARKET
- [ ] NEW/OR CHANGING SERVICE/PRODUCT
- [ ] INSTITUTIONAL IMAGE IMPROVEMENT
- [ ] OTHER

SUMMARY OF APPROACH: (Include strategy for product or service, schedule/location, publicity, any price changes)

TVL will step up efforts to promote awareness and cooperation in the targeted areas. This promotion will be carried out through the media as well as word-of mouth.

ACTION PLAN: (steps/procedures/assignments)	DEADLINES
Lead a literacy forum with the West Suburban Adult Literacy Program.	Sept. 1
Distribute flyers to public schools, libraries, and agencies.	on-going
Expand networks already established with the above agencies.	on-going
Arrange recruitment speeches to groups in the target areas.	on-going
Approach business/industry and other groups not previously involved.	
Organize feature newspaper, radio and TV spots as well as public service announcements.	

COST: (dollars, man-hours)

HOW WILL YOU KNOW IF IT IS SUCCESSFUL? (evaluation approach)

TVL staff will monitor student and volunteer activity.
Students and volunteers will be polled to determine how they became aware of TVL.

TRITON COLLEGE
MARKET PLANNING FORM

DATE: July 1985

MARKET GOAL

To promote awareness of Triton's Evening High School program and to encourage inquires and enrollments.

TARGET MARKET	OFFICE RESPONSIBLE/COMPLETION DATE
Students laking a few credits to graduate.	Evening High School/on-going effort

JUSTIFICATION/TARGET MARKET NEEDS ASSESSMENT: (why do it?, what will be the benefit?)

The Evening High School is a new program. Awareness must be expanded to facilitate enrollments.

- [x] NEW MARKET
- [ ] NEW/OR CHANGING SERVICE/PRODUCT
- [ ] INSTITUTIONAL IMAGE IMPROVEMENT
- [ ] OTHER

SUMMARY OF APPROACH: (Include strategy for product or service, schedule/location, publicity, any price changes)

At this time the strategy is simply one of promoting awareness in a non-competitive manner.

ACTION PLAN: (steps/procedures/assignments) **DEADLINES** July/Aug 85

Office of Public Relations:

Distribute Public Service Announcements to local media.
Circulate tip sheet to local and metropolitan newspapers and Illinois Community College publications.

Director of Evening High School:

Contact participating High School counselors to gather anticipated enrollment data; and review possibilities for inclusion of articles in school publications.
Continue distribution of Evening High School brochures to high school counseling offices.

COST: (dollars, man-hours)

3 hrs./week Printing Costs: $450.00

HOW WILL YOU KNOW IF IT IS SUCCESSFUL? (evaluation approach)

Enrollment data will be monitored. Students will be polled to determine how they became aware of Triton College's Evening High School.

IRITON COLLEGE
MARKET PLANNING FORM

DATE: 7-23-85

MARKET GOAL

To research the possibility of holding Clergy Day in spring 1986.

TARGET MARKET

All clergy in district

OFFICE RESPONSIBLE/COMPLETION DATE

Continuing Education/spring, 86

JUSTIFICATION/TARGET MARKET NEEDS ASSESSMENT: (why do it?, what will be the benefit?)

We could get the clergy to help us publicize our programs and possibly develop new off-campus sites

- ☐ NEW MARKET
- ☐ NEW/OR CHANGING SERVICE/PRODUCT
- ☐ INSTITUTIONAL IMAGE IMPROVEMENT
- ☐ OTHER

SUMMARY OF APPROACH: (Include strategy for product or service, schedule/location, publicity, any price changes)

Hold an informational day for in-district clergy on campus.

ACTION PLAN: (steps/procedures/assignments) **DEADLINES**

1. Make decision to hold Clergy Day. (Deadline ASAP)
2. Develop mailing list (November, 1985)
3. Develop program (December, 1985)
4. Mail out invitations (February, 1986)
5. Hold program (March, 1986)
6. Do follow-up (On-going)

COST: (dollars, man-hours)

$2,000 (mailings, printing, refreshments) 45 hours

HOW WILL YOU KNOW IF IT IS SUCCESSFUL? (evaluation approach)

If clergy show enthusiasm for coming on campus and for working with us.

IRITON COLLEGE
MARKET PLANNING FORM

DATE: 7-23-85

MARKET GOAL

To develop a procedure for providing publicity specific to the photography curriculum using area photography stores.

TARGET MARKET	OFFICE RESPONSIBLE/COMPLETION DATE
Camera users	Continuing Education/On-going by semester

JUSTIFICATION/TARGET MARKET NEEDS ASSESSMENT: (why do it?, what will be the benefit?)

Increased registration

- [x] NEW MARKET
- [ ] NEW/OR CHANGING SERVICE/PRODUCT
- [ ] INSTITUTIONAL IMAGE IMPROVEMENT
- [ ] OTHER

SUMMARY OF APPROACH: (Include strategy for product or service, schedule/location, publicity, any price changes)

Develop flyer to be distributed to local camera stores

ACTION PLAN: (steps/procedures/assignments) **DEADLINES**

1. Create mailing list of photography stores
2. Design and print flyer
3. Distribute flyers

COST: (dollars, man-hours)

$300.00

HOW WILL YOU KNOW IF IT IS SUCCESSFUL? (evaluation approach)

If increased registrations result from the stores, we will

TRITON COLLEGE
MARKET PLANNING FORM

DATE: July,1985

MARKET GOAL

To increase contact with socialagencies, churches, local community groups and schools within the Triton College area.

TARGET MARKET	**OFFICE RESPONSIBLE/COMPLETION DATE**
Title XX clients	Continuing Education, GED on-going

JUSTIFICATION/TARGET MARKET NEEDS ASSESSMENT: (why do it?, what will be the benefit?)

To recruit, retain and develop preparedness for employment for Title XX eligible students.

- [XXX] **NEW MARKET**
- [ ] **NEW/OR CHANGING SERVICE/PRODUCT**
- [ ] **INSTITUTIONAL IMAGE IMPROVEMENT**
- [ ] **OTHER**

SUMMARY OF APPROACH: (Include strategy for product or service, schedule/location, publicity, any price changes)

Develop and maintain local community outreach. Review methods to insure referral from other resources with special effort toward networking this information.

ACTION PLAN: (steps/procedures/assignments) **DEADLINES**

In conjunction with local public aid offices, Triton College is focusing its efforts on increasing the number of Title XX participants in the ABE program. Emphasis on education and training, geared toward employment will be stressed.

Public Relation Office will distribute to local newspapers, cable networks and other media.

COST: (dollars, man-hours)

25 hours/week

HOW WILL YOU KNOW IF IT IS SUCCESSFUL? (evaluation approach)

Weekly data on enrollment/retention will be maintained on an on-going basis.

NEW/OR CHANGING
SERVICE/PRODUCT

IRTION COLLEGE
MARKET PLANNING FORM

DATE: 8-5-85

MARKET GOAL

Develop Computer Integrated Manufacturing Program

TARGET MARKET	OFFICE RESPONSIBLE/COMPLETION DATE
High School Grads Returning Adults	TECH. 1 Dec. 1985

JUSTIFICATION/TARGET MARKET NEEDS ASSESSMENT: (why do it?, what will be the benefit?)

.Major growth area in industry
.We have made a major committment in hardware & software
.Tremendous employment opportunities(TECH.)

- ☐ NEW MARKET
- ☒ NEW/OR CHANGING SERVICE/PRODUCT
- ☐ INSTITUTIONAL IMAGE IMPROVEMENT
- ☐ OTHER New Focus C.I.M.

SUMMARY OF APPROACH: (Include strategy for product or service, schedule/location, publicity, any price changes)

1. Emphasize growth projections 50% per year
2. Emphasize job possibilities (Technician) level
3. Emphasize necessity to retrain or upgrade current skilled & unskilled people in work force.
4. Emphasize helping industry compete by providing a Trained/Educated Work Force.

ACTION PLAN: (steps/procedures/assignments) **DEADLINES**

- Revise programs - core concept
- Work toward securing major donations for C.I.M.
- Design and fund new Advanced Technology Center
- Design and build FMS (Flexible Manufacturing System) student project
- Revise Brochures

COST: (dollars, man-hours)

HOW WILL YOU KNOW IF IT IS SUCCESSFUL? (evaluation approach)

Increase enrollment

TRITON COLLEGE
MARKET PLANNING FORM

DATE: 8/05/85

MARKET GOAL

Increase enrollment in credit Micro-computer courses.

TARGET MARKET	OFFICE RESPONSIBLE/COMPLETION DATE
Present and former data processing students.	Data Processing Dept./November, 1985

JUSTIFICATION/TARGET MARKET NEEDS ASSESSMENT: (why do it?, what will be the benefit?)

Former students did not have access to micro computer courses. Current students need to balance main frame oriented courses with micro computer based courses.

- ☐ NEW MARKET
- ☒ NEW/OR CHANGING SERVICE/PRODUCT
- ☐ INSTITUTIONAL IMAGE IMPROVEMENT
- ☐ OTHER

SUMMARY OF APPROACH: (Include strategy for product or service, schedule/location, publicity, any price changes)

Revise data processing curriculum to permit students to use micro computer courses electives. Send mailers to data processing degree and certificate graduates informing them of the new micro computer courses.

ACTION PLAN: (steps/procedures/assignments) — DEADLINES

Revise Data Processing Degree & Certificate programs. 8/19-9/13

Submit revised programs to curriculum coordinating committee. 9/16

Prepare copy for mailer to be sent to DPR graduates. 10/1

Send mailer and encourage enrollment in Spring 1986 classes. 11/1/85

COST: (dollars, man-hours)

20 hrs

HOW WILL YOU KNOW IF IT IS SUCCESSFUL? (evaluation approach)

Increased enrollment in micro computer classes.

IRIION_COLLEGE
MARKET_PLANNING_FORM

DATE: 8/05/85

MARKET GOAL
Provide word processing training to those students who are unable to take the traditional classes.

TARGET MARKET	OFFICE RESPONSIBLE/COMPLETION DATE
Returning adult students. Employed individuals who wish short term express classes.	Word Processing /September, 1985

JUSTIFICATION/TARGET MARKET NEEDS ASSESSMENT:
(why do it?, what will be the benefit?)
We have sucessfully served this market for several years but competition has forced us to examine our pricing structure..

- [ ] NEW MARKET
- [x] NEW/OR CHANGING SERVICE/PRODUCT
- [ ] INSTITUTIONAL IMAGE IMPROVEMENT
- [ ] OTHER

SUMMARY OF APPROACH: (Include strategy for product or service, schedule/location, publicity, any price changes)

Continue to offer express Saturday-Sunday or 1 week classes but reduce the price of our express classes.

ACTION PLAN: (steps/procedures/assignments) DEADLINES

Reduce the price of express classes to:
In-district $100 plus Fees*
Out-of-district $175 plus Fees*

*Present cost including fees $207.50 in district, and $287.88 out-of-district. Sept 1.

1 Hr.
COST: (dollars, man-hours)

HOW WILL YOU KNOW IF IT IS SUCCESSFUL? (evaluation approach)
Increased enrollment in Express classes.

TRITON COLLEGE
MARKET PLANNING FORM

DATE: 8/05/85

MARKET GOAL
Provide on-going training program for individuals who are employed as word processors.

TARGET MARKET	OFFICE RESPONSIBLE/COMPLETION DATE
Individuals who work as word processors and people who completed the w/p training course at Triton.	Word Processing / November, 1985

JUSTIFICATION/TARGET MARKET NEEDS ASSESSMENT: (why do it?, what will be the benefit?)

The field of word processing has expanded beyond the concept of text editing and students need to be aware of these new areas.

- [ ] NEW MARKET
- [X] NEW/OR CHANGING SERVICE/PRODUCT
- [ ] INSTITUTIONAL IMAGE IMPROVEMENT
- [ ] OTHER

SUMMARY OF APPROACH: (Include strategy for product or service, schedule/location, publicity, any price changes)

Develop a mailer to former students informing them of the new courses.

ACTION PLAN: (steps/procedures/assignments) DEADLINES

Prepare copy for mailer to be sent to students who have completed the basic word processing course. October 1.

COST: (dollars, man-hours)

5 Hrs

HOW WILL YOU KNOW IF IT IS SUCCESSFUL? (evaluation approach)

Increased enrollment in advance level word processing courses.

IRION COLLEGE
MARKET PLANNING FORM

DATE: August 5, 1985

MARKET GOAL

Reestablish Umbrella Committee, consisting of hospital C.E.O's.

TARGET MARKET	**OFFICE RESPONSIBLE/COMPLETION DATE**
Hospital C.E.O.'s	Dean - Health Careers / Fall, 1985

JUSTIFICATION/TARGET MARKET NEEDS ASSESSMENT: (why do it?, what will be the benefit?)

New legislation affected hospital hiring practices, hence employment opportunities for graduates of health programs are also affected.
Advances in technology has also affected personnel needs

- [ ] NEW MARKET
- [x] NEW/OR CHANGING SERVICE/PRODUCT
- [ ] INSTITUTIONAL IMAGE IMPROVEMENT
- [ ] OTHER

SUMMARY OF APPROACH: (Include strategy for product or service, schedule/location, publicity, any price changes)

Plan for and hold a meeting of CEO's from major hospitals and medical centers where most of our graduates are employed, or have the potential for employment.

ACTION PLAN: (steps/procedures/assignments) **DEADLINES**

1. Secure list of CEO's from Illinois Hospital Association.
2. Plan for a meeting to identify present and future employment opportunities for our graduates,as well as to identify educational and training needs for hospital personnel.
3. Incorporate ideas/suggestions from the group in planning for new programs or modification of present programs.

COST: (dollars, man-hours)

HOW WILL YOU KNOW IF IT IS SUCCESSFUL? (evaluation approach)

IRION COLLEGE
MARKET PLANNING FORM

DATE: August 5,1985

MARKET GOAL

Provide short-term programs for multiple job-entry skills for LPN.

TARGET MARKET	**OFFICE RESPONSIBLE/COMPLETION DATE**
LPN	PNU CHAIRPERSON - Spring,1986

JUSTIFICATION/TARGET MARKET NEEDS ASSESSMENT: (why do it?, what will be the benefit?)

Increase in numbers of community health centers calls for multicompetent health workers. LPN has basic nursing skills which will be more marketable if combined with E.K.G. and Phlebotomy skills.

- [ ] **NEW MARKET**
- [**] **NEW/OR CHANGING SERVICE/PRODUCT**
- [ ] **INSTITUTIONAL IMAGE IMPROVEMENT**
- [ ] **OTHER**

SUMMARY OF APPROACH: (Include strategy for product or service, schedule/location, publicity, any price changes)

Survey existing community health centers to determine need for multicompetent workers. Offer presently existing courses, with modifications for LPN.

ACTION PLAN: (steps/procedures/assignments) **DEADLINES**

1. Needs assessment. Fall,1985
2. Publicize in LPNAI journal, Journal of Practical Nursing, local publications.
3. Publicize program offerings(actual schedule).
4. Implement program. Spring,1935

COST: (dollars, man-hours)

HOW WILL YOU KNOW IF IT IS SUCCESSFUL? (evaluation approach)

Enrollment in EKG and Phlebotomy courses.

TRITON COLLEGE
MARKET PLANNING FORM

DATE: August 1, 1985

MARKET GOAL

To heighten awareness of Triton College programs and services to out-of-district high school counselors.

TARGET MARKET	**OFFICE RESPONSIBLE/COMPLETION DATE**
Out-of-district High School Counselors	Admissions

JUSTIFICATION/TARGET MARKET NEEDS ASSESSMENT: (why do it?, what will be the benefit?)

Out-of-district high school counselors have never been "courted" as a group and most likely never set foot on the college campus.

- ☐ NEW MARKET
- ☒ NEW/OR CHANGING SERVICE/PRODUCT
- ☐ INSTITUTIONAL IMAGE IMPROVEMENT
- ☐ OTHER

SUMMARY OF APPROACH: (Include strategy for product or service, schedule/location, publicity, any price changes)

To conduct a "In Touch With Triton" program for out-of-district high school counselors.

ACTION PLAN: (steps/procedures/assignments)	**DEADLINES**
-Identify target schools	December
-Plan program agenda	December
-Send out invitations	February
-Hold breakfast	March

COST: (dollars, man-hours)

$300.00

HOW WILL YOU KNOW IF IT IS SUCCESSFUL? (evaluation approach)

Attendance

IRTION COLLEGE
MARKET PLANNING FORM

DATE: July 31, 1985

MARKET GOAL

To encourage concurrent enrollment of high school students.

TARGET MARKET	**OFFICE RESPONSIBLE/COMPLETION DATE**
High School Sophomores/Juniors/Seniors	Admissions

JUSTIFICATION/TARGET MARKET NEEDS ASSESSMENT: (why do it?, what will be the benefit?) -

Current high school students are not as aware as we would like them to be of college services/programs which may be utilized while still in high school.

- [ ] NEW MARKET
- [x] NEW/OR CHANGING SERVICE/PRODUCT
- [ ] INSTITUTIONAL IMAGE IMPROVEMENT
- [ ] OTHER

SUMMARY OF APPROACH: (Include strategy for product or service, schedule/location, publicity, any price changes)

To develop a brochure "For High School Students Only" which describes activities, student affairs and academic programs geared specifically for high school students.

ACTION PLAN: (steps/procedures/assignments)	**DEADLINES**
-First, determine which programs will be promoted and then incorporate in brochure; mail to parents.	
-Identify potpourri of programs/services available.	
-Outline which will be included and write text.	
-Design brochure format and print same.	January
-Develop letter	
-Mail	March, 1986
-Handle follow up and referrals	March, 1986

COST: (dollars, man-hours)

HOW WILL YOU KNOW IF IT IS SUCCESSFUL? (evaluation approach)

TRITON COLLEGE
MARKET PLANNING FORM

DATE: July 31, 1985

MARKET GOAL

To increase the college's share of collegebound high school students.

TARGET MARKET	OFFICE RESPONSIBLE/COMPLETION DATE
High School Collegebound	Admissions

JUSTIFICATION/TARGET MARKET NEEDS ASSESSMENT: (why do it?, what will be the benefit?)

Currently students are paying $65-90 for pretest seminars; we certainly have $$ advantage. Interest expressed by some high school counselors. Further we do not access the names of students enrolled in the CE courses and should.

- ☐ NEW MARKET
- ☒ NEW/OR CHANGING SERVICE/PRODUCT
- ☐ INSTITUTIONAL IMAGE IMPROVEMENT
- ☐ OTHER

SUMMARY OF APPROACH: (Include strategy for product or service, schedule/location, publicity, any price changes)

Package SAT/ACT test preparation workshops tailored for specific high schools and develop communication system to promote Triton programs to collegebound students enrolled in the classes.

ACTION PLAN: (steps/procedures/assignments)	DEADLINES
-Meet with high school college counselors	September
-Establish CE courses for Fall and/or Spring	September/October
-Send personalized mailing after course completion (tour invitation)	On-going

COST: (dollars, man-hours)

Letter, postage for mailing currently budgeted.

HOW WILL YOU KNOW IF IT IS SUCCESSFUL? (evaluation approach)

Number of tour coupons returned and subsequent enrollments.

IRITON COLLEGE
MARKET PLANNING FORM

DATE: August 1, 1985

MARKET GOAL

To promote retention of new non-degree students.

TARGET MARKET	**OFFICE RESPONSIBLE/COMPLETION DATE**
New Non Degree Students	Advising/ September, 1985

JUSTIFICATION/TARGET MARKET NEEDS ASSESSMENT: (why do it?, what will be the benefit?) -

Retention related activity/currently we have little communication with this market segment.

- ☐ NEW MARKET
- ☒ NEW/OR CHANGING SERVICE/PRODUCT
- ☐ INSTITUTIONAL IMAGE IMPROVEMENT
- ☐ OTHER

SUMMARY OF APPROACH: (Include strategy for product or service, schedule/location, publicity, any price changes)

To develop a newsletter/postcard to be produced monthly containing timely information about registration, advising workshops, general college information.

ACTION PLAN: (steps/procedures/assignments)	**DEADLINES**
-Develop format/design/data for inclusion in each publication	July/August
-Firm design	August
-Mail newsletters	September/October/ November/December

COST: (dollars, man-hours)

Printing and postage

HOW WILL YOU KNOW IF IT IS SUCCESSFUL? (evaluation approach)

Number of Spring semester continuing enrollments.

IRITON COLLEGE
MARKET PLANNING FORM

DATE: August 1, 1985

MARKET GOAL

To foster retention of newly enrolled adult students through an expanded VIP Program.

TARGET MARKET	**OFFICE RESPONSIBLE/COMPLETION DATE**
25-40 year olds	Advising

JUSTIFICATION/TARGET MARKET NEEDS ASSESSMENT:
(why do it?, what will be the benefit?)

Determine if expanded VIP program will be beneficial to retention of this market segment. A way to reach the student who comes to class and has little time to get help if needed. Way to determine how many are degree seekers/one semester stopouts. Way to get commitment for next semester registration.

- ☐ NEW MARKET
- ☒ NEW/OR CHANGING SERVICE/PRODUCT
- ☐ INSTITUTIONAL IMAGE IMPROVEMENT
- ☐ OTHER

SUMMARY OF APPROACH: (include strategy for product or service, schedule/location, publicity, any price changes)

Implement telephone follow-up to new adult student population to foster retention. Pilot program of 1,500 enrolled students.

ACTION PLAN: (steps/procedures/assignments)	**DEADLINES**
-Working with Research Office, identify population for VIP phone contact and similar control group.	
-Identify population and assign to academic advisors.	September, 1985
-Calls made	September/October 1985
-Referrals made	November, 1985
-Registration completed	
-Evaluation of responses	December, 1985

COST: (dollars, man-hours)

Utilize existing personnel

HOW WILL YOU KNOW IF IT IS SUCCESSFUL? (evaluation approach)

Number of subsequent Spring semester enrollments.

IBIION COLLEGE
MARKET PLANNING FORM

DATE:

MARKET GOAL

To coordinate CLEP campaign for the purpose of promoting prior learning assessment with companies offering tuition reimbursement program.

TARGET MARKET	OFFICE RESPONSIBLE/COMPLETION DATE	
In-district companies offering comprehensive tuition reimbursement programs.	Office of Career Planning & Placement/ will also need support from Cont. Ed. in sponsoring CLEP seminar.	December, 1985 on-going

JUSTIFICATION/TARGET MARKET NEEDS ASSESSMENT: (why do it?, what will be the benefit?)

Increase access to non-degreed employees working full time with an interest in completing A.A./A.S. Attraction of "CLEP package" would be an opportunity to earn 30 academic credits toward A.A./A.S. through testing program.

- [ ] NEW MARKET
- [x] NEW/OR CHANGING SERVICE/PRODUCT
- [ ] INSTITUTIONAL IMAGE IMPROVEMENT
- [ ] OTHER

SUMMARY OF APPROACH: (Include strategy for product or service, schedule/location, publicity, any price changes)

Direct mail appeal to CEO's promoting "CLEP for business campaign" in order to increase employer participation in degree-related programs. (Cite UAW-Ford Model)

- Personalized on-site consultation with Director of Training/Staff Development for establishing on-site CLEP seminar and open testing program.

- Appeal to employees either directly through mail or through PLA display units set-up at company site.

ACTION PLAN: (steps/procedures/assignments)	DEADLINES
1. Conduct survey of in-district companies to determine target market (employers offering tuition reimbursement programs for salaried and hourly employees)	September, 1985
2. Provide staff training on PLA through UAW/Ford grant, in-service training programs and ETS "CLEP for business campaign"	Late October, 1985
3. Direct mail campaign to CEO's of target market (letter and PLA brochure) accompanying letter to Director of Training/Staff Development	October
4. On-site consultation with companies returning reply card	October/November
5. Establish "Clep for Business" and/or PLA display units at company sites	November/December
6. Conduct on-site registration or mail-in registration forms for enrollment into CLEP seminars and/or registration for CLEP open listing.	December/January

COST: (dollars, man-hours)

1. $250.00 (see attachment), 2. No cost, 3. Brochure and mailing $1,000 (grant funds--see attachment), 4. .20¢ per mile; est. mileage per visit 15; est. visits 30; $90.00, 5. To be determined

HOW WILL YOU KNOW IF IT IS SUCCESSFUL? (evaluation approach)

1. Establish "CLEP for Business"/PLA display units at 10 in-district companies.
2. Establish 3 on-site CLEP seminars.
3. Enrollment of 100 area employers in open testing sessions.
4. Secure access to non-degreed employee groups through employee newsletters, etc.

IBITON COLLEGE
MARKET PLANNING FORM

DATE: July 17, 1985

MARKET GOAL

SELECT COURSES FOR POSSIBLE REGROUPING INTO CONSECUTIVE STRANDS TO PROMOTE SEQUENTIAL STUDENT REGISTRATIONS TO PROMOTE STUDENT REGISTRATIONS IN CONNECTION WITH OUR LIFELONG LEARNING THEME.

TARGET MARKET	**OFFICE RESPONSIBLE/COMPLETION DATE**
ALL NEW AND CURRENTLY ENROLLED STUDENTS	Continuing Education /Summer, 1986

JUSTIFICATION/TARGET MARKET NEEDS ASSESSMENT: (why do it?, what will be the benefit?)

To increase enrollment by encouraging sequential registrations.

- ☐ NEW MARKET
- ☒ NEW/OR CHANGING SERVICE/PRODUCT
- ☐ INSTITUTIONAL IMAGE IMPROVEMENT
- ☐ OTHER

SUMMARY OF APPROACH: (Include strategy for product or service, schedule/location, publicity, any price changes)

Develop highlighted sequences in the continuing education brochure to make the public aware of the possibility of registering in a series of courses on a topic of interest. This will involve changing copy in the brochure and developing single topic leaflets in selected areas.

ACTION PLAN: (steps/procedures/assignments)	**DEADLINES**
1. Research all continuing education courses by course number and title which have been offered in past eight semesters.	August 85
2. Reorganize all such courses into an internal taxonomy.	October 85
3. Select a minimum of three areas to highlight, and organize into strands, using instructors from the area as resource.	November 85
4. Write copy for the summer brochure which will highlight these areas as indicated.	January 86
5. Develop theme, logo and design for leaflets and work with publicity to produce final copy.	March 86
6. Distribute as appropriate.	May 86
7. Repeat in other selected areas.	June-July 86

COST: (dollars, man-hours)

HOW WILL YOU KNOW IF IT IS SUCCESSFUL? (evaluation approach)

Monitoring and comparisons of enrollment trends in selected courses.

BEST COPY AVAILABLE

IRTION COLLEGE
MARKET PLANNING FORM

DATE: 7-23-85

MARKET GOAL

To develop specific ways to market data processing and microcomputer courses.

TARGET MARKET

Microcomputer users, those in or wanting to get in data processing field

OFFICE RESPONSIBLE/COMPLETION DATE

Continuing Education/On-going by semester

JUSTIFICATION/TARGET MARKET NEEDS ASSESSMENT: (why do it?, what will be the benefit?)

Increased registration

- ☐ NEW MARKET
- ☑ NEW/OR CHANGING SERVICE/PRODUCT
- ☐ INSTITUTIONAL IMAGE IMPROVEMENT
- ☐ OTHER

SUMMARY OF APPROACH: (Include strategy for product or service, schedule/location, publicity, any price changes)

1. Reorganize curriculum
2. In-service staff
3. Decide on courses to be offered semester by semester
4. Develop press releases
5. Develop and distribute flyers to local stores

ACTION PLAN: (steps/procedures/assignments) **DEADLINES**

See attachment for 1,2,and 3 above. 4 and 5 are self-explanatory; Sue Adamowski is responsible for these; deadlines are before each semester

COST: (dollars, man-hours)

3 hours' release time for fall

HOW WILL YOU KNOW IF IT IS SUCCESSFUL? (evaluation approach)

Curriculum will be reorganized and refiled with ICCB if necessary. End result: increased enrollments

TRITON COLLEGE
MARKET PLANNING FORM

DATE:

MARKET GOAL

Provide literacy training for lower-level ESL students enrolled in the ESL program through use of Triton's Volunteers for Literacy (TVL).

TARGET MARKET

Beginning and Level 1 ESL students enrolled in the ESL program.

OFFICE RESPONSIBLE/COMPLETION DATE

ESL Program / on-going
TVL

JUSTIFICATION/TARGET MARKET NEEDS ASSESSMENT: (why do it?, what will be the benefit?)

ESL literacy students will succeed and continue in their classes with extra help from tutors.

- [ ] NEW MARKET
- [x] NEW/OR CHANGING SERVICE/PRODUCT
- [ ] INSTITUTIONAL IMAGE IMPROVEMENT
- [ ] OTHER

SUMMARY OF APPROACH: (Include strategy for product or service, schedule/location, publicity, any price changes)

The ESL program will use TVL's trained ESL literacy volunteer tutors who will aid ESL literacy students who are enrolled in existing ESL classes. TVL will publicize the service through the ESL program. No price changes are necessary.

ACTION PLAN: (steps/procedures/assignments) **DEADLINES**

Pending expanded funding from the Illinois State Board of Education Literacy/Volunteer grant program, the ESL program will:

1) Advise tVL in developing an ESL literacy training program,
2) Set a liaison between the ESL teachers and the TVL coordinator,
3) Meet periodically with the TVL coordinator to discuss progress of the program, and
4) Advise TVL coordinator on student evaluation procedures.

Jan. 1, 1986

COST: (dollars, man-hours)

Cost will be provided for in the TVL grant.

HOW WILL YOU KNOW IF IT IS SUCCESSFUL? (evaluation approach)

1) ESL literacy students will be less frustrated in their classes and thus the drop-out rate will lower.
2) More ESL literacy students will be attracted to Triton College ESL Program.

INSTITUTIONAL IMAGE IMPROVEMENT

TRITON COLLEGE
MARKET PLANNING FORM

DATE: August 5, 198[illegible]

MARKET GOAL

Promote closer relationships with professional organizations

TARGET MARKET	**OFFICE RESPONSIBLE/COMPLETION DATE**
Officers and membership of professional organizations in Health	Dean- Health Careers Coordinators - Allied Health/Nursing Ongoing

JUSTIFICATION/TARGET MARKET NEEDS ASSESSMENT: (why do it?, what will be the benefit?)

New membership in professional organizations are not aware of the offerings at Triton College; improve institutional/program image; increase recruitment through professional organizations

- [ ] NEW MARKET
- [ ] NEW/OR CHANGING SERVICE/PRODUCT
- [XX] INSTITUTIONAL IMAGE IMPROVEMENT
- [ ] OTHER

SUMMARY OF APPROACH: (Include strategy for product or service, schedule/location, publicity, any price changes)

Utilize various strategies to make professional organizations aware of TC offerings.

ACTION PLAN: (steps/procedures/assignments) **DEADLINES**

1. Inform faculty of specific market goal.
2. Offer TC facilities for meeting rooms, laboratories, classrooms(as available) for professional organization activities such as conferences, conventions, testing , AV facilities etc.
3. Involve faculty in teaching, workshops and seminars.
4. Invite representative groups to tour classrooms/laboratory facilities during meetings. Disseminate program brochures to membership .
5. Publicize programs through professional journals.
6. Sponsor at least one professional meeting per group each year.

COST: (dollars, man-hours)

HOW WILL YOU KNOW IF IT IS SUCCESSFUL? (evaluation approach)

IRION COLLEGE
MARKET PLANNING FORM

DATE: August 5, 198!

MARKET GOAL

Improve dissemination of information regarding application process.

TARGET MARKET	**OFFICE RESPONSIBLE/COMPLETION DATE**
Interested parties; program applicants	Dean - Health Careers Chairpersons

JUSTIFICATION/TARGET MARKET NEEDS ASSESSMENT: (why do it?, what will be the benefit?)

To follow up every inquiry and convert to actual application to specific program. A more streamlined response to inquiries could result in increased applications to programs.

- [ ] NEW MARKET
- [ ] NEW/OR CHANGING SERVICE/PRODUCT
- [x] INSTITUTIONAL IMAGE IMPROVEMENT
- [ ] OTHER

SUMMARY OF APPROACH: (Include strategy for product or service, schedule/location, publicity, any price changes)

Establish specific areas in the college to disseminate information regarding application process for health careers; make available printed information which can be mailed to every individual who inquires about the programs.

Publicize information regarding application process - January of each year.

ACTION PLAN: (steps/procedures/assignments) **DEADLINES**

1. Inform faculty of market goal. Discuss process to obtain faculty input towards improvement of method.

2. Establish modified method of application. Develop material which would contain specific steps which can be followed by everyone to eliminate confusion and misinterpretation.

3. Meet with individuals who may have a role in the dissemination of information to ensure consistency in implementation of the process. Make material available to them.

4. Publicize through newspaper/TV start of information sessions for specific programs.

COST: (dollars, man-hours)

HOW WILL YOU KNOW IF IT IS SUCCESSFUL? (evaluation approach)

Increased applications to health programs. More efficient method for dissemination of information, hence improved institutional image.

TRITON COLLEGE
MARKET PLANNING FORM

DATE: 7/30/85

MARKET GOAL

Develop "Consumer Relations" program at Triton

TARGET MARKET	OFFICE RESPONSIBLE/COMPLETION DATE
All levels of employees	Office of Staff & Program Development/June 30, 1986

JUSTIFICATION/TARGET MARKET NEEDS ASSESSMENT: (why do it?, what will be the benefit?)

Assumes every service organization can benefit from concentrated attention to consumer relations. Service organizations experiencing major success (eg. Search of Excellence book) appear to be highly consumer oriented.

- ☐ NEW MARKET
- ☐ NEW/OR CHANGING SERVICE/PRODUCT
- ☒ INSTITUTIONAL IMAGE IMPROVEMENT
- ☐ OTHER

SUMMARY OF APPROACH: (Include strategy for product or service, schedule/location, publicity, any price changes)

Analyze areas needing attention and institute appropriate strategies.

ACTION PLAN: (steps/procedures/assignments)	DEADLINES
(1) Incorporate "consumer relations" emphasis in orientation program for all new employees.	Ongoing (Implemented June, 1985 and will continue)
(2) Organize "Consumer relations Task Force" to develop strategies for improved overall relations. Depending on scope of activity either include subject of "Telephone Relations" with this task force or establish separate group. Obtain respresentatives from a variety of areas (eg. maintenance, switchboard, staff services, information desk, administration, faculty, students, etc.) Include list of activities presently occurring that demonstrate high quality of consumer service.	Form committee in September or October Complete all plannin by June, 1986 but implement ideas throughout the year

COST: (dollars, man-hours)

Task Force would probably meet a minimum of 4-6 times; time/cost for implementation of various strategies difficult to determine at this point.

HOW WILL YOU KNOW IF IT IS SUCCESSFUL? (evaluation approach)

A list of specific changes will be developed, and personnel in those areas will be asked to evaluate results. Committee will discuss further strategies for evaluation of results.

TRITON COLLEGE
MARKET PLANNING FORM

DATE: July 9, 1985

MARKET GOAL

Develop cable television programs featuring the college and its programs.

TARGET MARKET	OFFICE RESPONSIBLE/COMPLETION DATE
People living in communities within the college district served by cable companies receiving ITFS Signal	LRC, Director Media Services

JUSTIFICATION/TARGET MARKET NEEDS ASSESSMENT: (why do it?, what will be the benefit?)

To increase the overall awareness of the college and highlight programs of special interest.

- [ ] NEW MARKET
- [ ] NEW/OR CHANGING SERVICE/PRODUCT
- [x] INSTITUTIONAL IMAGE IMPROVEMENT
- [ ] OTHER

SUMMARY OF APPROACH: (Include strategy for product or service, schedule/location, publicity, any price changes)

Produce 30 to 60 second ten public service announcements (PSA) through out the year. Each PSA will highlight a different program, Triton Person, event or area of the college. Priority will be given to PSAs that are timeless in nature. Two different PSA's will be shown each cablecast day. Subject topics will be chosen with imput from the Marketing Committee.

ACTION PLAN: (steps/procedures/assignments)	DEADLINES
Ten recommended areas chosen by the Marketing Committee.	Oct 1st
Production of five PSA 30 to 60 seconds	Jan 1st
Five recommended areas chosen by the Marketing Committee	Nov 1st
Production of five PSA 30 to 60 seconds PSAs will be cablecasted upon completion	March 1st

COST: (dollars, man-hours)

$1,250.00

HOW WILL YOU KNOW IF IT IS SUCCESSFUL? (evaluation approach)

PSAs will be successful if there is an increase in the number of telephone calls in the admissions area asking for information concerning the topics of the PSAs.

IRION COLLEGE
MARKET PLANNING FORM

DATE: August 5, 198[illegible]

MARKET GOAL

To increase number of students in Recreation and Leisure Program by improving image of program.

TARGET MARKET	**OFFICE RESPONSIBLE/COMPLETION DATE**
Returning adults High school students Out-of-district students	Counseling/Admissions/Recreation and Leisure Departments

JUSTIFICATION/TARGET MARKET NEEDS ASSESSMENT: (why do it?, what will be the benefit?)

Past perception of program was poor, i.e., program lacked quality.

Number of students enrolled in program is low.

- ☐ NEW MARKET
- ☐ NEW/OR CHANGING SERVICE/PRODUCT
- ☒ INSTITUTIONAL IMAGE IMPROVEMENT
- ☐ OTHER

SUMMARY OF APPROACH: (Include strategy for product or service, schedule/location, publicity, any price changes)

1. Revise and update program literature.
2. Develop new field work sites.
3. Increase community service projects.
4. Maintain high visibility in professional organizations.
5. Increase visibility at high schools/career days, etc.
6. Maintain high department standards of performance for students.

ACTION PLAN: (steps/procedures/assignments) **DEADLINES** 6/8[illegible]

1. Revise program brochure.
2. Develop more comprehensive recruitment literature.
3. Expand field work sites in commercial and private sectors.
4. Schedule service projects and supporting publicity and publications.
5. Continue to work with SPRA/IPRA and IAAPERD to improve image of department.
6. Review all course requirements to insure that expectations of students are reasonable, yet challenging.
7. Develop new recruitment packages for high school and career days.
8. Utilize Advisory Committee members for endorsement of program.

COST: (dollars, man-hours)

?

HOW WILL YOU KNOW IF IT IS SUCCESSFUL? (evaluation approach)

Number of students in Recreation and Leisure program will increase in 1986-87 term.

TRITON COLLEGE
MARKET PLANNING FORM

DATE: August 1, 1985

MARKET GOAL

To foster good relationships between college faculty and academic advisors.

TARGET MARKET	OFFICE RESPONSIBLE/COMPLETION DATE
College Faculty	Admissions

JUSTIFICATION/TARGET MARKET NEEDS ASSESSMENT: (why do it?, what will be the benefit?)

Continuation of positive outcome of prior image building activities, i.e., faculty open house and participation in advising departmental meetings.

- ☐ NEW MARKET
- ☐ NEW/OR CHANGING SERVICE/PRODUCT
- ☒ INSTITUTIONAL IMAGE IMPROVEMENT
- ☐ OTHER

SUMMARY OF APPROACH: (Include strategy for product or service, schedule/location, publicity, any price changes)

To develop with department chairpeople curriculum informational guides to assist in academic advising process.

ACTION PLAN: (steps/procedures/assignments)	DEADLINES
-Meet with department chairpeople	September/October
-Prepare curriculum guides	November/December
-Disseminate same to faculty advisors/outreach recruiters	

COST: (dollars, man-hours)

Existing resources and personnel

HOW WILL YOU KNOW IF IT IS SUCCESSFUL? (evaluation approach)

Faculty response

TRITON COLLEGE
MARKET PLANNING FORM

DATE: July 31, 1985

MARKET GOAL

To increase appeal of publications to collegebound high school graduates.

TARGET MARKET	**OFFICE RESPONSIBLE/COMPLETION DATE**
Traditional collegebound high school graduates	Admissions

JUSTIFICATION/TARGET MARKET NEEDS ASSESSMENT: (why do it?, what will be the benefit?)

Publications need to reflect what currently appeals to high school market segment.

- ☐ NEW MARKET
- ☐ NEW/OR CHANGING SERVICE/PRODUCT
- ☒ INSTITUTIONAL IMAGE IMPROVEMENT
- ☐ OTHER

SUMMARY OF APPROACH: (Include strategy for product or service, schedule/location, publicity, any price changes)

To redesign high school recruitment material package utilizing institutional theme.

ACTION PLAN: (steps/procedures/assignments)	**DEADLINES**
-Work internally with publications staff and photographer and/or hire outside consultant to assist; Deciding on College, Viewbook, Welcome Packet, contact card, application, advising/counselor brochure comprise series.	
-Initial meet w/photographer, key adms, pub. staff, photos shot	Summer, 1985
-Determine layout and design of series, content of same	September/December
-"Test" with high school age focus groups	January/February
-Revise if necessary	March
-Print production	April

COST: (dollars, man-hours)

Budgeted for

HOW WILL YOU KNOW IF IT IS SUCCESSFUL? (evaluation approach)

Number of response cards

IRVINE COLLEGE
MARKET PLANNING FORM

DATE: July 31, 1985

MARKET GOAL

To increase visibility of College's services and programs and enhance corporate image at non-traditional outreach events.

TARGET MARKET	OFFICE RESPONSIBLE/COMPLETION DATE
Part-time adults	Admissions

JUSTIFICATION/TARGET MARKET NEEDS ASSESSMENT: (why do it?, what will be the benefit?)

College needs more visibility in outreach locations such as companies, shopping malls, libraries.

- [ ] NEW MARKET
- [ ] NEW/OR CHANGING SERVICE/PRODUCT
- [XXX] INSTITUTIONAL IMAGE IMPROVEMENT
- [ ] OTHER

SUMMARY OF APPROACH: (Include strategy for product or service, schedule/location, publicity, any price changes)

To design and purchase three recruitment mini-nomadic displays.

ACTION PLAN: (steps/procedures/assignments) **DEADLINES**

-Two display units have bee purchased; now need to determine photographs/ silk screen design to be used.

-Work with OUTLINE Co. and publications director to design silk screen.

-Order for use by May 1986.

COST: (dollars, man-hours)

$1,900.00

HOW WILL YOU KNOW IF IT IS SUCCESSFUL? (evaluation approach)

Number of contact cards obtained and subsequent enrollments.

TRITON COLLEGE
MARKET PLANNING FORM

DATE: August 5, 1985

MARKET GOAL

To provide a comprehensive student visitor center at which all admissions and records business can be conducted.

TARGET MARKET	OFFICE RESPONSIBLE/COMPLETION DATE
All student populations and college visitors.	Adms/Records

JUSTIFICATION/TARGET MARKET NEEDS ASSESSMENT: (why do it?, what will be the benefit?)

Elimination of most student traffic in confusing office maze.

- ☐ NEW MARKET
- ☐ NEW/OR CHANGING SERVICE/PRODUCT
- ☒ INSTITUTIONAL IMAGE IMPROVEMENT
- ☐ OTHER

SUMMARY OF APPROACH: (Include strategy for product or service, schedule/location, publicity, any price changes)

To construct an Admissions/Records Service Center in the lobby of the LRC.

ACTION PLAN: (steps/procedures/assignments)	DEADLINES
-Identify functions/staff to be located in lobby.	August 6
-Meet with architect to determine physical layout	
-Order materials/equipment, signage	August 6
-Re-locate existing counters (R205)	September
-Assess internal physical set up and modify accordingly	August/September
-Begin new operation	September/October

COST: (dollars, man-hours)

$13,000
Existing personnel

HOW WILL YOU KNOW IF IT IS SUCCESSFUL? (evaluation approach)

Measure effectiveness/possible student comment survey.

TRITON COLLEGE
MARKET PLANNING FORM

DATE: 7-16-85

MARKET GOAL

Develop methods of distributing information and improving internal communications relating to Continuing Education offerings and registration procedures.

TARGET MARKET	OFFICE RESPONSIBLE/COMPLETION DATE
Triton Employees	Continuing Education offices and offices dealing with the public. Start Fall 85 - continuous

JUSTIFICATION/TARGET MARKET NEEDS ASSESSMENT: (why do it?, what will be the benefit?)

To keep employees aware and up to date on offerings, procedures and policies for The School of Continuing Ed. so they may serve the public better and easier.

- ☐ NEW MARKET
- ☐ NEW/OR CHANGING SERVICE/PRODUCT
- ☒ INSTITUTIONAL IMAGE IMPROVEMENT
- ☐ OTHER

SUMMARY OF APPROACH: (Include strategy for product or service, schedule/location, publicity, any price changes)

Initially, this will be concentrated in the Continuing Education area and accomplished through the distribution of hard copy (brochures, etc.) information, maintenance of the on-line events system and staff information sessions.

ACTION PLAN: (steps/procedures/assignments) **DEADLINES**

1. All CE offices will gather brochure materials and pertinant information, sending them to R 201 monthly. They will also send weekly updates when needed. 8/85
2. CE receptionist will sort and organize an information packet to be distributed weekly to the CE offices and other campus offices who deal with the public. 8/85
3. Events and workshops (including detail information) will be entered into the on-line events system. 8/85
4. Information on CE policy, office hours and procedures will also be entered into the events system. 8/85
5. Training sessions will be held for employees to use the events system. 8/85 & 9/85

COST: (dollars, man-hours)

approx. 2-5 man hours/weekly

HOW WILL YOU KNOW IF IT IS SUCCESSFUL? (evaluation approach)

The offices should experience less phone transfers, less difficulty in finding information on programs, events, etc. and a fewer number of complaints.

ERIC Clearinghouse for Junior Colleges
JAN 10 1986